

WHAT IS CLAIMED IS:

1. A method for forming a full color image, comprising:  
forming at least a yellow color toner image, a magenta  
color toner image and a cyan color toner image on a receiving  
5 material to form a full color image thereon; and

fixing the full color image upon application of heat  
thereto while not contacting the full color image,

wherein each of the yellow, magenta and cyan color toner  
images comprises a binder resin and a pigment, wherein the yellow  
10 color toner image comprises a benzimidazolone pigment, the  
magenta color toner image comprises at least one of Naphthol  
Carmine F6B and a combination of Naphthol Carmine F6B and  
Naphthol Carmine FBB, and the cyan color toner image comprises  
 $\beta$  copper phthalocyanine, and wherein the yellow color toner  
15 image has a position closer to the receiving material than any  
other color toner image when two or more of the color toner images  
including the yellow color toner image are overlaid.

2. The method according to Claim 1, wherein each of the  
20 color toner images has a haze factor not greater than 20 % when  
the color toner images have a weight of 8 g/m<sup>2</sup> and are fixed.

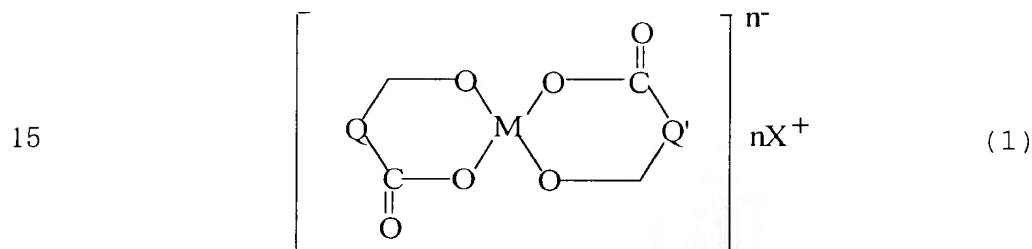
3. The method according to Claim 1, wherein the color  
toners have a melt viscosity not greater than about 120 mPas ·  
25 sec at 140 °C.

4. The method according to Claim 1, wherein the binder

resin comprises a polyol resin having a polyoxyalkylene moiety in a main chain thereof.

5 5. The method according to Claim 4, wherein the polyol resin comprises a reaction product of: (a) an epoxy resin; (b) a dihydric phenol; and either (c) an adduct of a dihydric phenol with an alkylene oxide or (c') a glycidyl ether of an adduct of a dihydric phenol with an alkylene oxide.

10 6. The method according to Claim 1, wherein the toner further comprises an aromatic hydroxycarboxylic acid metal salt having the following formula (1):



wherein Q and Q' independently represent an aromatic oxycarboxylic acid group which is optionally substituted by an alkyl group or an aralkyl group; X represents a counter ion; and M represents a metal.

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25 7. The method according to Claim 6, wherein the metal is zinc.

8. The method according to Claim 1, wherein the image forming step further comprises:

developing an electrostatic latent image on an image bearing member with one of the yellow toner, the magenta toner and the cyan toner to form a color toner image thereon;

transferring the color toner image onto the receiving  
5 material; and

repeating the color developing step and the transferring step using the other toners of the yellow, magenta and cyan toners to form the full color toner image on the receiving material.

10 9. The method according to Claim 1, wherein the image forming step further comprises:

developing an electrostatic latent image on an image bearing member with one of the yellow toner, the magenta toner  
15 and the cyan toner to form a color toner image thereon;

first transferring the color toner image onto an intermediate transfer medium; and

repeating the color developing step and the first transferring step using the other toners of the yellow, magenta  
20 and cyan toners to form the full color image on the intermediate transfer medium; and

second transferring the full color image onto the receiving material.

25 10. The method according to Claim 1, wherein the image forming step further comprises:

developing electrostatic latent images formed on at least

three image bearing members with at least the yellow toner, the magenta toner and the cyan toner, respectively, to form color toner images thereon; and

transferring the color toner images onto the receiving  
5 material to form the full color image thereon.

<sup>sup</sup> 11. The method according to Claim 1, wherein the image forming step further comprises:

developing electrostatic latent images formed on at least  
10 three image bearing members with at least the yellow toner, the magenta toner and the cyan toner, respectively, to form color toner images thereon;

transferring the color toner images onto an intermediate transfer medium to form the full color image thereon.

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12. A color toner for a non-contact heat fixing method, selected from the group consisting of a yellow toner, a magenta toner and a cyan toner, comprising a binder resin and a pigment, wherein the yellow toner comprises a benzimidazolone pigment, the magenta toner comprises at least one of Naphthol Carmine F6B and a combination of Naphthol Carmine F6B and Naphthol Carmine FBB, and the cyan toner comprises  $\beta$  copper phthalocyanine as the pigment.

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13. The color toner according to Claim 12, wherein a color toner image formed of the color toner has a haze factor not greater than 20 % when the color toner image has a weight of

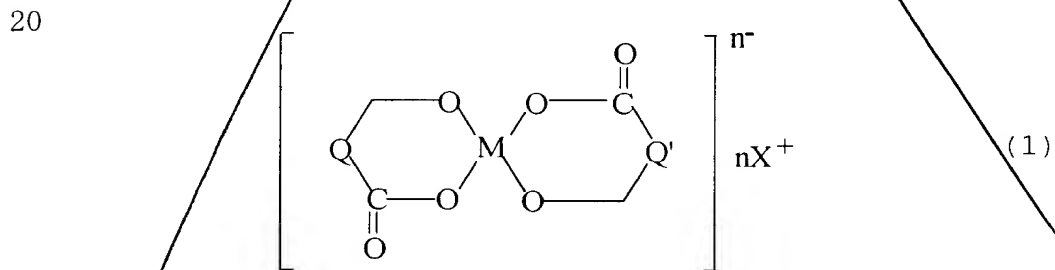
8 g/m<sup>2</sup> and is melted and then cooled.

14. The color toner according to Claim 12, wherein each of the color toners has a melt viscosity not greater than about 120 mPas · sec at 140 °C.

15. The color toner according to Claim 12, wherein the binder resin comprises a polyol resin having a polyoxyalkylene moiety in a main chain thereof.

16. The color toner according to Claim 15, wherein the polyol resin comprises a reaction product of: (a) an epoxy resin; (b) a dihydric phenol; and either (c) an adduct of a dihydric phenol with an alkylene oxide or (c') a glycidyl ether of an adduct of a dihydric phenol with an alkylene oxide.

17. The color toner according to Claim 12, wherein the color toner further comprises an aromatic hydroxycarboxylic acid metal salt having the following formula (1):



25 wherein Q and Q' independently represent an aromatic oxycarboxylic acid group which is optionally substituted by an alkyl group or an aralkyl group; X represents a counter ion;

and M represents a metal.

18. The color toner according to Claim 17, wherein the metal is zinc.

19. A set of color toners for a non-contact heat fixing method, comprising at least a yellow toner, a magenta toner and a cyan toner each comprising a binder resin and a pigment, wherein the yellow toner comprises a benzimidazolone pigment, the magenta toner comprises at least one of Naphthol Carmine F6B and a combination of Naphthol Carmine F6B and Naphthol Carmine FBB, and the cyan toner comprises  $\beta$  copper phthalocyanine as the pigment.

20. A toner container containing a color toner according to Claim 12.

21. A color developer comprising:  
a toner according to Claim 12; and  
a carrier.

22. A developer container containing a color developer according to Claim 21.

23. An image forming apparatus comprising:  
an image forming device containing at least yellow, magenta and cyan toners and configured to form at least yellow,

